

A Sale of the Utmost Importance

Involving More than Five Hundred Tailormade Suits for Women, and Our Entire Lines of Imported Pattern and Trimmed Hats

THE offerings for the coming week will be such as will arouse the interest of even the most apathetic—such as have no precedent and of such character that the recurrence will be far in the future. Beginning Monday we will place at your disposal what is without doubt the most sensationally priced collection of garments ever shown in El Paso. The backwardness of the winter season in the east compelled two large manufacturers to dispose of their stocks at a loss. Our buyers were the fortunate ones and secured a big share of these splendid garments at a fractional part of their worth. And on Monday we offer these three hundred handsome tailored suits, together with several of the best styles from our regular lines at prices which under ordinary conditions would be an impossibility. We will attempt no descriptions—will quote no comparative values—no former prices—but will leave it to your own sense of quality to judge of the worthiness of these garments. A number of these are displayed in our windows.



Rich Furs for Xmas

A handsome fur piece or set makes one of the most acceptable of the Christmas gifts. We suggest that you see the handsome ones in black lynx, white fox, genuine mink, jap mink, white hare, brown fox, sable and other fashionable kinds. These are in the most favored shapes and in every piece the quality is fully guaranteed. Our pricing of these is extremely reasonable.

All Previous Underpricings Seem Insignificant When Compared with this Event. See the Window Displays,

Tailormade Suits for \$15.50
Tailormade Suits for \$19.50
Tailormade Suits for \$24.50
Tailormade Suits for \$29.50

To Appreciate the Values, You Must See the Garments-- Sufficient to Say None Have Been So Good.



Trimmed Hats at Half

No woman who needs a hat, either for the street or for dress, can afford to allow this opportunity to pass unnoticed. Without exception a half price has been marked on every one of our handsome trimmed hats, including the imported models. Nearly all of these are exclusive models, perfect in style, original in effect and most desirable. When you take into consideration our former low prices, you will appreciate the wonderful savings that this half pricing means.

Perfumes and Powders from Japan

ESPECIALLY for the holiday trade we have added to our very extensive lines of toilet necessities the newest fad of the fashionable folks—the toilet preparations from Japan. These are the genuine imported goods, are of high quality and distinctively different from the ordinary kinds. Many of these are put up in delightfully unique packages, for Christmas giving

TOILET WATER—in the following odors—Violette, Sandalwood, orange blossom, pagoda, Nile lily, Corylopsis, oriental orchid, Geisha flower, Hana-Violet and Hi-Yang.

PERFUMES—fragrant and lasting, and remarkably pleasant—Portulac Azuma, Lotus-San, Mikado and many others.

COLD CREAM, Disappearing Cream, Toilet Soap, Sachet Powder, face powder, etc.; all of the highest quality.

Toilet and Manicure Outfits

Our line of these gives the purchaser a broad range of choice—the small inexpensive sets or the very complete ones. These are attractive cases made of leather and leatherette handsomely lined with satin, containing excellent quality manicure tools or comb, brush and hand mirror, or the men's sets of military or clothes brushes. Many very handsome travelers' cases are also shown. The price range is from \$1.50 to \$15.00

FRENCH IVORY

Separate toilet and manicure articles in the French Ivory which are sold singly or can be made up into sets to suit the purchaser. The assortment includes puff boxes, soap boxes, salve boxes, combs, hair brushes, clothes brushes, hand mirrors, shoe horns, nail files, buffers, trays and many other articles. The prices range from 25c to \$3.50

\$4.00 Leather Hand Bags \$2.85

Extra quality goat seal hand bags in the popular sizes and shapes, leather lined and trimmed with silver, gummetal and gilt. Many of these are fitted with the comb, brush and mirror, others with the little "vanity" trinkets and others with the coin purse and card case. Monday we offer this very special lot of hand bags, worth regularly up to \$4.00, for, each \$2.85



Handkerchiefs in Xmas Boxes

NO DOUBT handkerchiefs occupy a prominent place on your Christmas list and a hint as to where the best assortments can be found is not amiss. Hundreds of dozens of pretty dainty handkerchiefs were bought by us especially for the holiday trade—beautifully hand embroidered ones, the Madiera and Amriswyl, the moderately priced linen ones and the inexpensive kinds—whatever your choice may be you'll find it here. Several styles are put up six or three in a pretty Christmas box.

6 in a box for \$1.50	3 in a box for \$1.50
6 in a box for \$1.98	3 in a box for \$2.25

Pretty handkerchiefs for children, made of shamrock linen, linen finish cambric, hemstitched, colored border, embroidered, lace edged and with embroidered initial. A pretty Christmas box containing three for 25c

Scarfs and Pretty Neck Things

A host of pretty things which make acceptable gifts are shown in this department. Daintily made stock collars, jabots, collar and cuff sets, turnovers, dutch collars and many of the very fashionable scarfs. Especially we want to call your attention to our showing of the genuine Irish hand crocheted work—very stylish and genuinely good. In this we show beautiful collars, collar and cuff sets and fancy yokes \$1.50 to \$15.00

EXTRA SPECIAL

To make complete clearance of the remaining manufacturers' samples of neckwear, we have condensed the four grand lots into two—combining the 17c line with the 35c ones—the 58c lines with the 97c ones—making the most attractive bargains of the season—Special lot of fancy Neckwear, worth to 75c, each 17c
Special lot of fancy Neckwear, worth to \$1.75, each 58c

Fancy Ribbons for Holiday Uses

Most beautiful all silk Ribbons in persian pompadour and oriental designs and all the plain colors, suitable for making fancy bags, and other pretty things for Christmas giving. Prices range from 25c to \$1.50
Holly and Santa Claus ribbons in all widths for tying holiday packages.

Xmas Novelties

Many very appropriate gift suggestions will be found among the brass, sterling silver and fancy metal novelties—things that are useful as well as ornamental. The qualities are the best and the designs the newest—and best of all our prices mean a considerable saving.

BRASS—desk sets, ink stands, paper knives, stamp boxes, smokers' sets, puff boxes, jardiniere, twine holders, blotters, book racks, etc., ranging in price from 50c to \$7.50

STERLING SILVER—perfume bottles, salt and pepper shakers, pin trays, brushes, pincushions, boudoir trays and world of other pretty things from 25c to \$5.00

METAL NOVELTIES—jewel boxes, pincushions, match and toothpick holders, etc., from 25c to \$3.50

75c Taffeta 42c

Special for Monday only we offer short lengths of our best quality all silk taffeta, 3 to 8 yards in each piece, in a variety of colors. Regular 75c quality, only entire piece sold.

WAIST SILKS

Short lengths of plain and fancy silks, suitable for waist making, in styles and qualities regularly sold for 75c to \$1.25;

SCARFING

Extra quality half silk scarfings, good quality with very handsome colored borders.

BROADCLOTH

Finest quality all wool chiffron broadcloth, 56 inches wide, sponged and shrunk; \$3.00 value; a yard

SLIPPERS

Christmas slippers for the whole family can be found here—leather and felt for men, felt and knit ones for women and children. We mention specially a good quality felt, fur trimmed slipper, as follows—

Women's sizes, all colors, a pair	\$1.00 to \$1.75
Misses' sizes, all colors, a pair	90c
Children's and Infants', a pair	50c to 75c

French Hand Made Lingerie

Dainty undergarments of fine cambric and nainsook, handsomely embroidered by hand. Drawers, skirts, corset covers, night gowns, chemise and combination garments are shown in a variety of styles. A pretty gift for Christmas.

Shop Early

If possible, plan to do your Christmas shopping early—early in the month, early in the day. By doing so you will get better service and satisfaction and will have better assortments to choose from.

That Wonderful, Wonderful Home of Santa Claus

TOYLAND

HAVE you been to Toyland, little folks—that beautiful place which Santa Claus has prepared in our store? He has filled it with the grandest lot of toys and dolls you ever saw. There are thousands of them and thousands of the most beautiful kinds of dolls.

They're good toys, too. The kinds that last more than an hour—the kinds that you'll enjoy for many a day. And the dolls, too, are the prettiest and daintiest you can imagine—baby dolls, dolls that go to sleep, the "flirt" doll, boy dolls, black dolls and white ones, big ones and little ones. Come, little folks and see what you want most. We'll give you a post card to write to Santa Claus. Put it into his mail box in Toyland—maybe you'll receive just the things you wish for.

ENAMELED DISHES

Best quality enameled steel sets for kitchen, table and toilet. Several styles, from 25c to \$4.50

MECHANICAL TRAINS

Engine which winds up, with cars and several feet of track, with switches, etc. Very substantial and interesting \$1.00 to \$7.00

STEAM ENGINES

A large variety of styles and sizes—the cheap ones and very fine ones. The better ones equipped with steam gauge, injector, water glass, safety valve, and whistle 50c to \$12.50

FOTO SCOPE

An ingenious apparatus for reflecting upon a screen post cards and other pictures. \$1.50 to \$4.75

MECHANICAL TOYS

Automobiles, flying machines, fire engines, street cars and many other things. 25c to \$5.00

CROKINOLE BOARDS

Substantially made crokinole board with checker board on reverse side. Each .98c

DOLL CARRIAGES

Every style from the little cheap ones to the very fine folding goarts 50c to \$12.50

EXPRESS WAGONS

Strongly made express wagons with the iron body and wheels. Large, medium and small sizes \$1.75 and \$2.50

BLACKBOARDS

And child's desk combined, with panorama of lessons in writing and drawing \$1.50 to \$3.50

GROCERY STORES

Miniature grocery stores, with shelving, counters, cash register, scales and packages containing cereals, etc. 75c to \$3.00

TOY RANGES

Steel ranges with alcohol lamp and furnished with extra quality kitchen utensils 50c to \$7.50

JOINTED ANIMALS

Schoenhut's jointed animals, the most substantial toy made. Lions, tigers, bears, horses, and many others. 25c to 50c

HUMPTY DUMPTY CIRCUS

Schoenhut's complete circus, with tent, and a large number of jointed animals and performers. A splendid toy which will afford much pleasure; each \$18.50

Hand Bags

If you have decided upon a hand bag as the most suitable present, let us show you the splendid ones which were bought with the Christmas needs in mind. Quality is the first consideration—next the price, and we have confidence that in this store both are right.

LEATHER HAND BAGS

The newest shapes made of genuine seal, walrus and goat seal, leather or more lined, some fitted with the toilet articles or "vanity" outfit or with the coin purse. Black and colors \$1.50 to \$25.00

MESH BAGS

Handsome bags of german and sterling silver and gilt, some styles kid lined, others unlined. A variety of styles and sizes \$3.50 to \$18.50

Men's Xmas Things

Our Men's Dept. was never better prepared to supply the things needed for the man's gift, than now. In these as in all other articles we lay particular stress upon the excellence of quality, and the correctness of style. Women can buy with the assurance of getting the correct thing. As suggestions we mention—

Suit Cases and traveling bags; Neckwear in holiday boxes; fancy silk and lisle hose; suspender and garter sets; hose, tie and handkerchief to match; fancy suspenders; gloves; bath robes and smoking jackets; cuff buttons, pins and studs in sets; fancy vests; sweaters; mufflers.

All the small articles are put up in neat holiday boxes.

Fine Hosiery in Fancy Boxes

We are showing a number of very handsome styles in women's hosiery which are suitable for Christmas giving. These are put up in pretty boxes ready to present. The quality is the best.

Fine black lisle, embroidered in colors, 3 pairs	\$1.50
Fine black lisle, embroidered and lace, 3 pairs	\$1.75
Extra quality silk lisle, embroidered, 3 pairs	\$2.25
Finest quality imported silk lisle, 3 pairs	\$3.00

Gloves for Christmas

Good gloves make a lasting remembrance—all the more acceptable if they're Fownes' gloves. We not only recommend but fully guarantee these gloves, and you can give them with the assurance of giving the best.

The Popular DRY GOODS CO. INC.

Mail Orders Send us your orders for the Christmas things. All orders will be filled promptly and carefully, and shipped the day the order is received. Write for descriptions and prices.